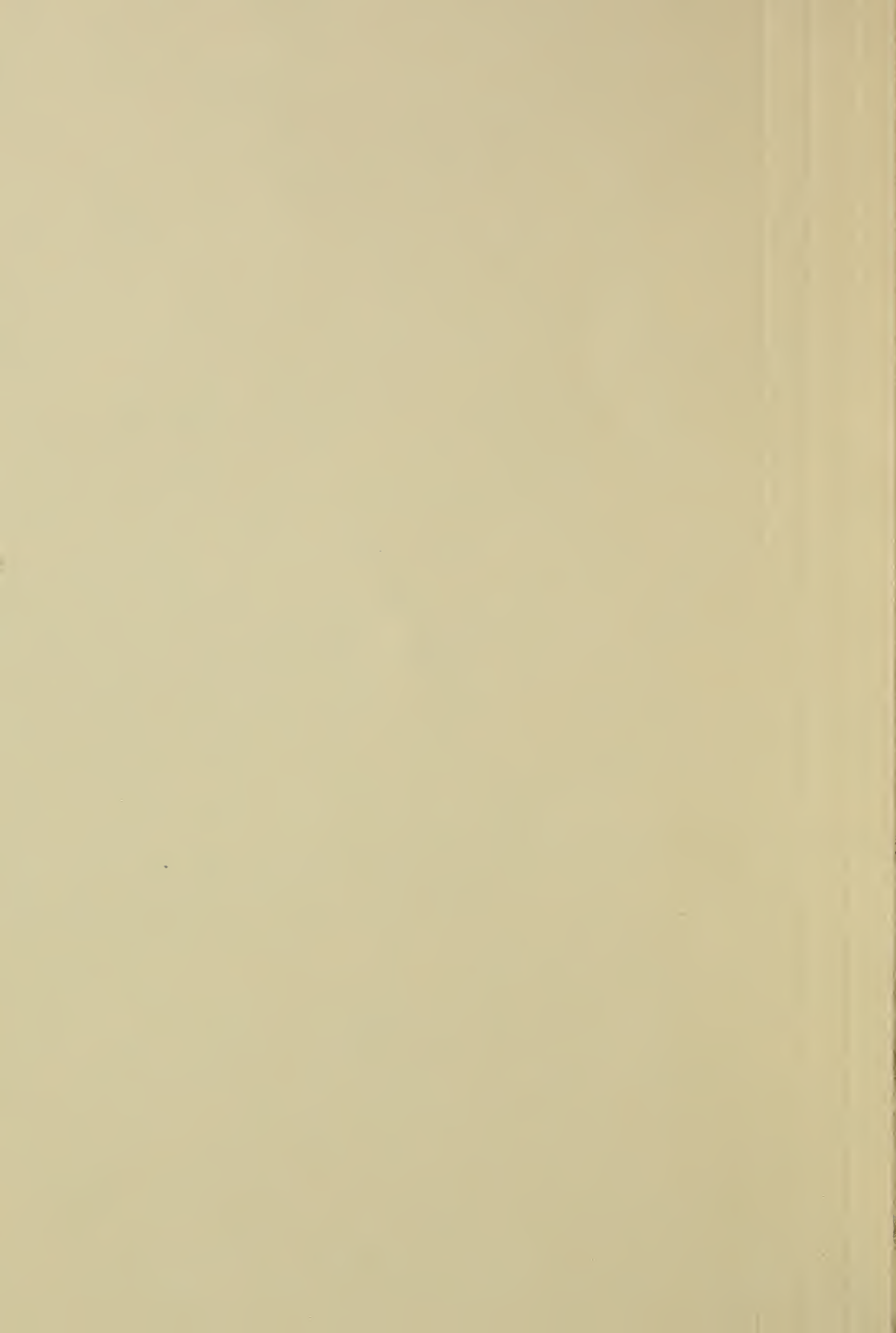


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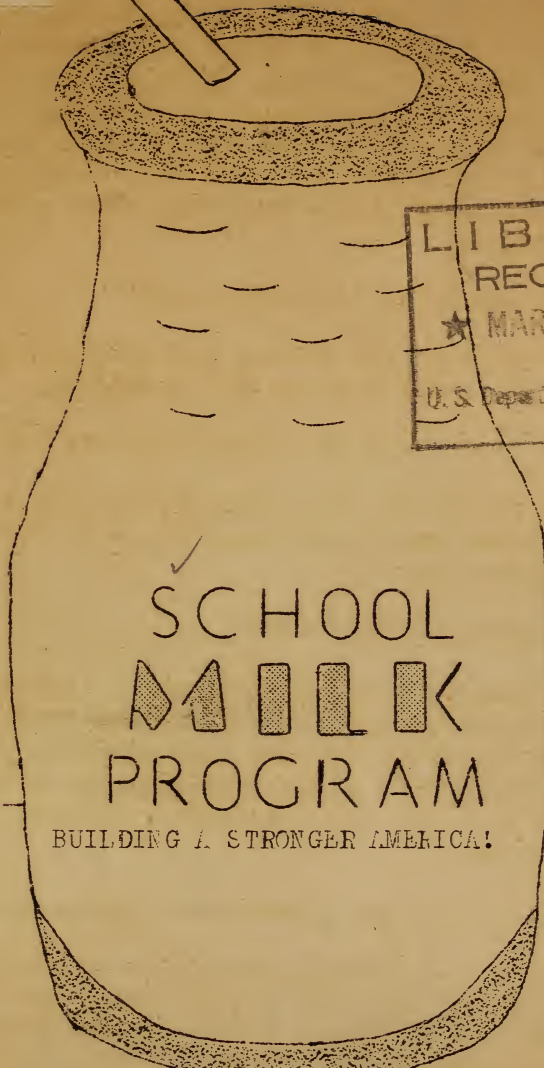
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U. S. Department of Agriculture



SCHOOL
MILK
PROGRAM

BUILDING A STRONGER AMERICA!

UNITED STATES DEPARTMENT OF AGRICULTURE
U.S. AGRICULTURAL MARKETING ADMINISTRATION
SOUTHWEST REGION - DALLAS, TEXAS

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SCHOOL MILK PROGRAM QUESTIONS AND ANSWERS

PURPOSE: Milk is a Victory Food. American farmers have been asked to increase their milk production under the Food for Freedom campaign. This program and other AMA milk programs assist farmers in securing a fair return on their full milk production. At the same time, this program makes more milk available to the millions of American school children suffering from malnutrition and hidden-hunger.

1. Q: Where does the milk come from?

A: Milk used in the School Milk Program is purchased from local farmers and dairymen.

2. Q: What price does the farmer receive for the milk?

A: Farmers receive the price prevailing locally for unprocessed milk which is sold for fluid consumption.

3. Q: Who pays for the milk?

A: The United States Department of Agriculture, Agricultural Marketing Administration pays the farmer's price for the milk or price for unprocessed milk f.o.b. city-plant. Payment is made to local schools which, in turn, pay the dairymen.

4. Q: What schools may participate in the program?

A: Generally speaking, schools or child welfare centers in areas of 10,000 population or less which do not have a low-cost milk program in operation. Child welfare centers conducting non-profit summer feeding programs in areas over 10,000 population may be designated.

5. Q: What is an area?

A: An area may be an entire county if the population is less than 10,000, or it may be the corporate limits of a city.

6. Q: May programs be inaugurated in metropolitan areas?

A: Statistics indicate in most large cities there is no over-abundance of milk. Therefore, the AMA will concentrate the School Milk Program in areas of 10,000 population or less. In this way the dual purpose of creating additional milk outlets for farmers and supplying more milk to more children will be accomplished.

7. Q: How may a school secure the milk program?

A: Schools must be designated by the United States Department of Agriculture, Agricultural Marketing Administration. For detailed information, call or write the local Area Supervisor of the AMA or the Regional Administrator, Agricultural Marketing Administration, 425 Wilson Building, Dallas, Texas.

8. Q: What are schools required to do in order to participate in this program?

A: They are required to do the following:

- (a) Make arrangements with dairies for supplying, processing and delivering the milk.
- (b) Provide the necessary facilities and serve the milk to the children.

(c) Keep necessary records and make reports.

(d) Arrange for payment to processor of the difference between the price of unprocessed milk paid by AMA and the cost of processed milk delivered to the school.

9. Q: Does the school have to pay for the cost of processing and delivery out of the school budget?

A: (a) No, not necessarily. Schools may arrange to secure a co-sponsor such as the PTA, local civic clubs, etc., which will donate the necessary funds to the school.

(b) The schools may charge children up to 1¢ a half pint for the milk. The proceeds used to defray the school's cost of the program.

10. Q: Are all children attending the schools designated for the program eligible to participate?

A: Yes - each child is eligible to receive at least one half pint a day to be consumed on the school premises.

11. Q: Can children unable to pay a penny receive milk free?

A: Yes, although the school may charge up to a penny a half pint to help defray the school's cost of the program, they may arrange to provide milk to children unable to make purchases.